

Mara Rudolph

Product Manager | Product Strategy & Consumer Applications

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SUMMARY

Product leader with experience owning and scaling consumer-facing, AI-enabled platforms across multi-brand ecosystems serving millions of users globally. Proven track record driving end-to-end product strategy, launching high-impact features, leading cross-functional teams, and executing platform migrations. Known for strong execution, stakeholder leadership, and data-driven decision-making. Brings a strong user-centered product foundation to deliver intuitive experiences that drive measurable adoption and business impact.

SKILLS

Product Leadership: Product Strategy, Roadmaps, OKRs, Prioritization, Stakeholder Management, Cross-Functional Leadership, Agile/Kanban, Exec Communication

Consumer & Growth: Funnel Optimization, A/B Testing, Activation/Conversion, Feature Rollouts, Engagement Metrics

AI & Platform: AI Product Development, Prompt Engineering, AI Coding, API Integrations

Data & Analytics: Amplitude, KPI Frameworks, Metrics Instrumentation

User-Centered Product: Journey Mapping, Product Flow Design, Requirements Definition, Design Collaboration

Tools: Jira, Confluence, Miro, Figma, Persona, Sift, Lasso | Platforms: iOS/Android/Web | Building with: Claude Code

EXPERIENCE

Product Manager / Team Lead – Spark Networks

Remote | March 2025 – February 2026

Led product strategy and execution for two teams across Spark's consumer dating ecosystem (Jdate, Christian Mingle, EliteSingles, SilverSingles, eDarling, LDSS), supporting millions of users globally.

Matchmaking (Oct 2025 – Feb 2026)

- Owned product strategy for premium matchmaking, spanning onboarding, conversion optimization, and internal matchmaker tooling.
- Increased intake form completion by 3x (to ~14%) by redesigning onboarding flows and improving pricing transparency, reducing funnel friction and improving lead quality.
- Led product definition for Juliet (AI Matchmaker): PRD, user journeys, conversational flows, edge cases, and success metrics/instrumentation for in-chat onboarding, recommendations, outreach, and video date scheduling.
- Supported deployment of Juliet to assist human matchmakers (prospect outreach, vetting workflows, scheduling coordination), increasing prospect conversion by 26% (20.6% vs 16.3%) and improving message open rates to 56.1% (vs 52%).

Trust & Safety (Mar 2025 – Dec 2025)

- Led rollout of selfie verification across 6 brands, driving 40%+ adoption among new users; negotiated Persona contract, evaluated vs AWS Rekognition, and led cross-platform integration (mobile + web).

- Increased automated fraud decisioning to ~90% while maintaining <3% false negative rates by implementing Sift workflows, reducing manual review overhead.
- Led cross-platform migrations and localization (10+ languages) across multiple brands to improve reliability and ensure consistent global UX.

Team Leadership & Ownership

- Led cross-functional roadmap delivery across multiple product domains, aligning engineering, design, data, marketing, and operations amid competing priorities.
- Entrusted with dual ownership of Matchmaking and Trust & Safety during organizational transition (Oct–Dec 2025) and transitioned a new PM into Trust & Safety ownership while maintaining delivery continuity.

Founder & Product Lead – Weaver (Dating App)

February 2021 - July 2024

- Built and launched a values-based consumer dating app from concept to MVP; owned product vision, roadmap, and 0 to 1 execution.
- Conducted market and user research to define differentiated positioning and translate insights into core product features.
- Led product delivery with an outsourced developer and later a CTO; managed backlog, requirements, QA, and iterative UX improvements.
- Launched freemium subscription monetization and GTM assets, scaling to 650 users with ~4% paid conversion (26 customers) and early revenue with minimal resources.
- Created investor pitch materials and executed multiple rounds of outreach to explore fundraising.

User Experience Designer – Epic Systems

Madison, WI (Onsite) | January 2019 - February 2021

- Designed and optimized workflows across enterprise healthcare products (billing, pharmacy, inpatient, insurance, OB/GYN).
- Partnered with PMs and engineers to translate complex requirements into intuitive, usable experiences.
- Led heuristic evaluations, usability testing, and clinician research to inform product improvements.
- Facilitated design sprints and cross-team workshops to align stakeholders and drive execution.

EDUCATION

Bachelor of Science, Industrial Design – Arizona State University